



## **Czech Mobile Digital Wallet Now Connected to Global MasterPass**

MasterPass has now launched in the Czech republic, meaning that Czech consumers have access to fast, safe and convenient shopping with more than 40,000 merchants across the world. The MasterCard® Mobile digital wallet is now connected to the global MasterPass™ acceptance network, making online shopping faster, easier and more secure. Existing or new MasterCard Mobile customers enter the details of their payment card and a mailing address just once, with no need to register at each merchant.

In the Czech Republic, top e-commerce merchants are supporting the launch by providing a special gift or discount for each MasterPass payment as an incentive to stimulate trial of this payment method. These merchants are Alza.cz, the number one retailer in electronics and digital content; Czech Railways, the number one in public transport and DameJidlo.cz - the fastest growing company in meal delivery services.

During the first month of the campaign with these merchants, 8,434 transactions via MasterPass were reached, along with 6,108 downloads of the MasterCard Mobile wallet from Google Play and the App Store.

Miroslav Lukeš, General Manager MasterCard Europe for the Czech Republic, Slovakia and Austria says; "In the Czech Republic, customers have been given the opportunity to use MasterPass™ through the MasterCard® Mobile app, a digital wallet already installed by tens of thousands of users. This innovation not only makes payments in e-shops at home and abroad fast, safe and simple, but in the future MasterCard Mobile users will also be able to enjoy new wallet features."

### **MasterPass Campaign**

The launch and use of the new MasterPass service is being promoted by a large-scale autumn campaign running from 1<sup>st</sup> November to 14<sup>th</sup> December this year, with a competition for a truly astounding prize: a music-themed trip to London for two. This prize will be awarded to the three

customers who make the largest number of transactions in e-shops and with Alza.cz, Czech Railways and DameJidlo.cz during this period. The four-day Universal Music trip will take the winners on a tour of the Universal Music studios in London, the theme-based London Rock Music Tour, and a visit to a concert and a musical. The prize includes air tickets and airport transfers, accommodation in a four-star hotel, including breakfast, and a welcome and farewell dinner with Universal Music representatives.